R J Reynolds
Tobacco Company

Rich
This is the approach we have talked about (account penetration) - it is obvious Boston is leading the way taking the words & putting them into action
Thanks
JVM

JAMES V MAGUIRE
Senior Vice President - Sales
Winston-Salem, NC 27102
910-741-7924

January 10, 1996

TO: Steve Manos

RE: Cumberland Farms

Dear Steve:

As a follow up to our recent conversation during the Boston Region Meeting, I want to formally thank you for the work you did at Cumberland Farms with David Alger, his Representatives, and Area Managers. It is rare to get a complimentary letter from a key customer.

Your initiative to meet with this group, address the issues, and come to a mutually beneficial agreement demonstrates your dedication and commitment.

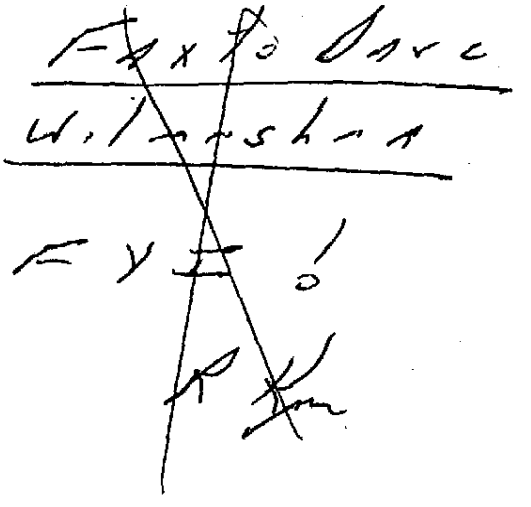
Again, please accept my thanks for a job well done.

Sincerely,

Jim Maguire

JVM/kp

cc: Rich Kane
Jim Merusi



"We work for smokers."

51862 0664

Source: https://www.industrydocuments.ucsf.edu/docs/qnpm0000